

THE EVENING NEWS

DEVOTED TO MAKING ADA A LARGER AND MORE PROGRESSIVE CITY

VOLUME 8.

ADA, OKLAHOMA, SATURDAY EVENING, JULY 29, 1911

NUMBER 99.

Hale's Pride Salmon

The Best Money Can Buy, at all first class groceries.

Quality Canned Goods

Always repeat with people who know. Ask your grocer for the kind that are **Not** water packed.

HALE-HALSELL GROCERY COMPANY

Save PURE FOOD STAMPS
They are worth 1 cent each.

GOSPEL TENT ON NORTH SCHOOL GROUND

The subject last evening at the gospel tent on the north school ground was "The Power of the Gospel Today." Rome's greatest need was the gospel—God's dynamite. Her cesspool of iniquity and rock of sin could only be stirred by heaven's dynamite. Paul was not ashamed of that gospel, although it was heart and core about a man who was nailed to a cross. He believed that hand wounded there would extend through the centuries and lift all alike who reach up, and it has. Look at the revolution going on in heathendom today. The forces of righteousness are slowly expunging the old life of sin, and God's kingdom, as silent as the rising sun, is ascending.

The gospel today is making of the criminal a citizen decent, it is turning the ronder into a walking testimony of Jesus' saving power, it is clarifying the murky vision of the drunkard, homes are made from a bedlam when that sacred institution begins to exalt the Christ and make him a guest there. It is this power, and not the verbose fulminations of some fine spun theory disseminated by an enthusiastic expositor of "s-o-u-n-d" doctrine which will save the world and which men are in need of today.

Splitting hairs on abstruse question may furnish a ring for mental acrobatics, but a poor atmosphere to lead a soul to God in. About all there is in such is a pompous affectation of philosophical profundity and an array of jugglery of unpronounceable words. Empty as wind bags, and in storms of life will be about as helpful to the soul as jib sail on a modern man of war.

Therefore says the apostle my preaching was not in wisdom of words but in the power of God. His gospel was the Christ and Him crucified, the power by which men are saved. 1 Cor. 2:2, 1 Cor. 15:14.

The subject for tonight will be "Is the World Sick."

Sunday at Tent.

At 3 p. m. Bible school, followed by preaching and communion service. At night the service will begin at 8:15 subject, "The Tragedy of Almost."

TO BRING MORE COTTON TO ADA

RETAILERS ADOPT PLAN OF AWARDED PREMIUMS TO THE FARMERS MARKETING AT ADA.

The Retailers Association of Ada is always at work planning something for the advancement of the trade interests of the town, and the latest thing will without a doubt, add at least 3,000 or 4,000 bales of cotton to Ada's receipts this fall. The plan worked out and agreed upon last evening is one that has worked most successfully in various towns in Texas, and being in the hands of men who are in the habit of making a success of their undertakings, will beyond all question work here.

It is proposed that every bale of cotton brought to Ada entitle the producer to a numbered ticket, and that late in the season a grand drawing be held at which the premiums will be distributed to the holders of lucky numbers. There will be at least six premiums as follows: farm wagon, buggy, organ, set of double harness, sulky plow, sewing machine. Of course there may be others, but the Retailers felt certain about six and are making plans accordingly.

A committee was appointed to call on the business men of the city and see what they will do in the way of subscriptions to the premium fund. As this plan will bring many thousands of dollars to the town and every citizen will profit from it, a donation will be a splendid business investment and when the committee comes around about the middle of next week, there should be no growling, but an extreme liberality on the part of every man approached. Trades Day demonstrated that a crowd can be gathered from the remotest corner of the county and this plan is equally as effective in bringing the people in.

Diamond Robbery at Durant.

Durant, Ok., July 28.—Fred J. Harl's jewelry store at 207 Main street was burglarized during the noon hour today and a gold Elk's pin set with six diamonds, eight diamond rings and a bracelet set with diamonds and a pair of diamond screws were stolen. The loss is estimated at \$1,000. The store was closed at noon and the diamonds were left on display in the show window. There is evidence that entrance was gained by forcing a barred window to the store room in the rear of the store and then breaking out a panel of the rear door of the store proper.

Hereafter the Pastime theatre will be known as the Majestic. The first show will be given Monday night. Mr. Ward, the manager, has expended quite a tidy sum during the past few weeks remodeling the building, and he has succeeded in making it one of the neatest appearing and most modern play houses to be found anywhere. The shows given there will be the best that the moving picture world affords.

J. S. Barham, the tax ferret, returned to Wewoka yesterday afternoon. He states that he will complete his work here in two or three weeks.

The Only Roofing Co. In Ada

Our roofs are guaranteed for TEN years. The Texico Roofing Company is here to stay. It is expending \$3,000 in the erection of a building and will be here to make its guarantee good. If your roof leaks, or if you are building a new house, let us figure with you. See

S. H. MING

At Dorland Hotel Phone 230

\$1 \$1

CLAIRVOYANT, PALMIST AND YOGI MEDIUM

The Great LaRose

Will Make Satisfactory Readings for \$1.00.



TESTIMONIALS RECEIVED AT MY OFFICE.

My husband came back through your influence. God bless you.—Mrs. E. M. F.

I was made successful by the Prof. LaRose.—M. F. T.

The Prof. LaRose located my son for me after an absence of many months.—Mrs. L. C.

I learned to control another by the Prof. LaRose.—Miss Parker.

A SWORN STATEMENT.

Read Carefully—I do hereby solemnly agree and guarantee to make no charges if I fail to give you the information you seek upon all matters of interest to you, such as love, courtship, marriage, divorces, law suits and all business transactions. I unite the separated, cause speedy and happy marriages. I show you how to control the one you most desire, even though miles away, a secret you should know. How to overcome enemies, rivals, lovers' quarrels, evil habits, stumbling blocks, and bad luck of all kind. I further guarantee and promise to make you no charge unless you find me superior to any other clairvoyant you have ever consulted. There is no hope so fond, a wish so great that I can not accomplish for you. I guarantee success where the average clairvoyant will fail. I herewith this day sign my name under solemn oath.

PROF. LAROSE.

Tells How to Win the One You Love. Love—What is more beautiful than true, unblemished love of one person for another? What is sweeter, better or more desired than perfect harmony and happiness in married life? Come today for your own sake.

Private Parlor at Mrs. Barnett's Residence, 14th and Broadway. Open 9 a. m. to 9 p. m. daily and Sunday.

\$1 \$1

Christian Ladies Serve Cream and Cake.

The ladies of the Christian church report a very delightful afternoon with Mrs. Welborn at the residence of Mrs. Tom Hope Friday. On account of the shower, there were not as many visitors as had been expected, but the sum of \$10 was realized from the sale of ice cream and cake.

DEATH SENTENCE IS COMMUTED

GOV. CRUCE REPRIEVES NEGRO AT LAST MOMENT—GIVES HIM LIFE SENTENCE.

Oklahoma City, July 29.—Snatched as it were from his death within a few minutes, John Henry Prather, the convicted murderer doomed to hang at 10:15 o'clock Friday morning, was reprieved by Governor Lee Cruce less than thirty minutes before he was to ascend the scaffold, by the sentence of death being commuted to life imprisonment. The governor's action occurred at 9:30 o'clock, the papers being delivered to Adjutant General Canton, who immediately went to the court house, where he delivered them to Sheriff Jack Spain.

Rumors were afloat that the sentence had been commuted, but Sheriff Spain had no verification until Canton entered the office of the sheriff and signaled him into the private room of the officer. Here the document was formally delivered. Sheriff Spain immediately went to the cell in which Prather was confined, awaiting the minute when the sheriff should come for him, and verified to him the rumors that had crept through the jail that the sentence had been commuted.

As Sheriff Spain read the order of the chief executive, Prather showed the first signs of weakening that have been apparent since he was condemned.

"I'm pretty glad to hear it, Sheriff," was his first exclamation. "I don't want to talk, for I have to get straight first."

A large crowd surrounded the jail in expectancy of the execution, and as the news of the reprieve became known, crowded into the enclosure in front of the jail. Only a few were permitted to enter the jail.

Prather asserted that the reprieve was a great surprise to him. "I had rather go to the penitentiary, however," said he. "I had determined to show no weakness, though I dreaded the time when I should step on the death trap. It was not the fear of the trap that I thought of, but of the small instant of time that would pass from the time I stepped on the trap until the sheriff should pull the lever. That short space of time had more terror for me than the impending doom itself."

Negro's Dream Came True.

"I have dreamed lately in my sleep of being snatched from the gallows. The dream has occurred many times, although I placed no importance to

HAVE YOUR PICTURES

Framed at

SMITH'S

203-5 W. Main St.

the dreams during the waking hours. Of course I deeply appreciate Governor Cruce's action, for it seemed that I was a friendless negro with no one whatever that I could look to in this hour of doom."

Governor Cruce's action came as an intense surprise. No intimation had been given that the chief executive would interfere in the matter, and evidently he was actuated by an inward opposition to capital punishment. In his statement he assigns the reason that he felt that the negro deserved clemency on account of his age—eighteen years—and the fact that his parents were both dead and he had no opportunity to benefit from their instruction while he was a boy.

Prather many weeks ago assigned the reason for his troubles to whisky, stating then that if he had let it alone, he would not have committed the crime for which he was sentenced to death.

Frank Greer Married.

Enid, Okla., July 28.—Frank Greer former editor of the Guthrie State Capital, and a widely known republican politician and newspaper man of Oklahoma, was married here last night to Mrs. Laura Deigh Hanson, former head of the Hanson Dramatic School of Boston, and now teacher of elocution at the Oklahoma Christian University at Enid.

By The Way

If you are really looking for an extra good bargain in

Ladies' Ready Made Goods

Come and see the marvelous values we can sell you. Ladies, gauze bleached Vests, 8c grade for 5c
Corset Covers, all nicely trimmed with Zion lace or embroidery, all shapes and sizes 25c
Yodle Shirt waists, butterfly sleeves, open front, beautifully embroidered, our special is the one at \$1.19, worth in regular way \$1.50.
Cheaper grades, will surely please you also, at 48c
Lace Curtains, the very newest kinds in the Arabian, from \$2.40 a pair to \$1.19 & 98c
Curtain Poles, full brass complete with fixtures, each 10c
Window Shades, one special lot at 23c
We have a splendid line of Shoes and Oxfords that will surely please you. We are the home of the Queen Quality Shoes for ladies and King Quality Shoes for men.
Ladies House slippers, per pair 55c
We respectfully solicit your business.

Shaw's Nickel Store
THE GOMING CASH DEPARTMENT STORE

S. M. SHAW, Prop.

CRUCE CALLS DOWN CREEK CO. OFFICIALS

Oklahoma City, July 29.—Seeing a notice in a Sapulpa newspaper that Tom Hubbard, whom he had recently appointed an enforcement officer, had been arrested and convicted of carrying a pistol, Governor Cruce today immediately granted a full pardon to Hubbard, and ordered it to take effect at once.

The governor also addressed a letter to J. H. McClanahan in which he takes severely to task the county officials of Creek county for their treatment of the enforcement officer.

"It seems that it is very easy," says the governor, "for the local officials in your county to arrest a man acting under a commission issued by the special enforcement officer of this state, but the gambler, the bootlegger and the jointist is each permitted to ply his trade, wreck homes, destroy youth, and make a laughing stock of the laws of this state with immunity. No stronger proof is needed to convince any reasonable man that your local officials are not in sympathy with the enforcement of the prohibition law."

Will Appoint Hundred Thousand.

"There have been more than two hundred special deputies appointed under the recent act of the legislature and I say to you, here and now, that if it is necessary in order to enforce prohibition in this state I will see that one hundred thousand good men are appointed in Oklahoma if they will agree to accept commissions. The people of Oklahoma have spoken on this question and the bootlegger and the jointist and those in sympathy with them had just as well understand that they must obey the law until the people change that law."

"I do not want any clash between the state enforcement officers and the local enforcement officers, and hope that the good judgment of the people will prevail and that nothing of the kind will occur, but be it understood now that officers who are commissioned from this department to see that the laws of this state are enforced and upheld will be protected by the chief executive of this state as long as I am governor."

"Any man appointed as a deputy enforcement officer in Oklahoma during my term of office who in the discharge of his duty is arrested by any other official in the state and imprisoned and fined will be pardoned as quickly as the matter is brought to my attention. There would be no need of any special enforcement officers in Creek county if the local officers were doing their duty."

Mrs. Lu Nash who spent the past month visiting A. B. Yeager and family, returned to Dallas this morning.

REVIVAL BEGINS THIS EVENING

F. L. Young of Amarillo, Tex., and his song leader, Prof. Bounds have arrived. On account of the damp weather they will hold services in the meeting house tonight, tomorrow and tomorrow night. Next week the meetings will be held under a tent on the vacant lot west of the city hall. All are invited to attend these meetings.

In Honor of Miss McGee.

Misses Bernice and Lillian Hodge entertained at 500 Thursday evening in honor of their guest, Miss Bess McGee, of Dodd City, Texas.

Those who enjoyed the evening with the Misses Hodge were: Misses Corine Kice, Olive Kice, Emma Thompson, Chambliss Sims, Kathrine Reed, Martha Porter, of Edmond, Maurine Butts, of Wynnewood, Bess McGee, of Dodd City, and Messrs. Harmon Ebey, George Davidson, Murrell Matthews, Charlie Griffith, Claude Griffith, Isadore Rosenfield and Everett Reed.

Jolly Party at Byrd's Mill.

Mrs. G. C. Hodge chaperoned a party of young people to Byrd's Mill Wednesday, in honor of Miss Bess McGee, of Dodd City. The following young people composed the merry party: Misses Corine and Olive Kice, Emma Thompson, Martha Porter, Maurine Butts, Bess McGee, Bernice and Lillian Hodge, and Messrs. Harmon Ebey, Murrell Matthews, George Davidson, Isadore Rosenfield, Claude and Charlie Griffith.

Ladies and Housewives

Have you ever used Lynn's Flavoring Extracts and Spices? We are exclusive agents for these celebrated extracts and would be glad to have you try them as we know you will be pleased with them. We can save you about 25 per cent on your Extracts. We have the following extracts: Lemon, Vanilla, Pineapple, Orange, Banana, Strawberry and Red Cake Coloring. We will refund your money if these goods are not entirely satisfactory.

RAMSEY DRUG CO.

The LYNN Store

Phone No. 6

You Can Still Get It At the Busy Drug Store

The Price Is Right

The excellence of the paper can not be surpassed.

Thoroughbred Linen Crest, Embossed Monogram, box 25c
Old Saxony Initials, per box 60c
Writing Paper for Children 25c
Gentlemen's Club Linen 50c
Writing Paper for Men, kid finish 75c

When you see the word DRUGS think of

Gwin & Mays Drug Co.

The Rexall Store

A HARMLESS WAY TO DARKEN THE HAIR

A Little Sage and Sulphur Makes Gray Hair Vanish—A Remedy for All Hair Troubles

Who does not know the value of sage and sulphur for keeping the hair dark, soft, glossy and in good condition? As a matter of fact, sulphur is a natural element of hair, and a deficiency of it in the hair is held by many scalp specialists to be connected with loss of color and vitality of the hair. Unquestionably, there is no better remedy for hair and scalp troubles, especially premature grayness, than sage and sulphur, if properly prepared. The Wyeth Chemical Company of New York put up an ideal remedy of this kind, called Wyeth's Sage and Sulphur Hair Remedy, and authorize druggists to sell it under guarantee that the money will be refunded if it fails to do exactly as represented.

This preparation is offered to the public at fifty cents a bottle, and is recommended and sold by all druggists.

Gwin & Mays Drug Co.

The Ada News.

By the
News Publishing and Printing Co.
OFFICE: Weaver-Masonic Block,
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OTIS B. WEAVER - - President
MOLLIE JERNIGAN - Sec-Treas.
BYRON NORRELL - - Editor
A. B. YEAGER, Business Manager
A Designated State Printery.
Official Paper Pontotoc County and
the City of Ada.
It is legal when in the News.

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One Month.....40c
One Week.....10c
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For the Year.....\$1.00
Six Months.....50c
Three Months.....25c

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Any erroneous reflection on the character, standing or reputation of any person, firm or corporation which may appear in the columns of The News will be gladly corrected upon its being brought to the attention of the manager.

Obituaries and Resolutions of Respect of less than 100 words will be published free. For all matter in excess of 100 words a charge of one cent per word will be made. Count your words and remit with manuscript.



Of all the crimes on the list, killing time is the most heinous, and the one for which a man suffers most severely. Punishment may be delayed, but sooner or later it will strike.

Gov. Cruce commuted the death sentence of the negro murderer at Oklahoma City evidently because he did not have the heart to permit the death of a human being when in his power to spare it. Pretty good for the negro, but rather discouraging to those who would like to see the laws better enforced.

The Wapanucka Press says that the number of peddlers hanging around there at all times indicates that Wapanucka is an easy mark. Ada must come in that class too, for there is seldom a time that the town is not



When you want a loan on city property, either to buy or sell, call and see us. We can furnish you the money on monthly installments, to build if you have the lots, this will enable you to own your own home and pay for it as you now pay rent.

Call and let us explain our plan.

Home Title Guaranty Co., Inc.

A. H. CONSTANT, Manager.
Phone 355.

being worked by several of these traveling gentry.

The Durant Democrat is prophesying great things for the county fair to be held there in the fall. The Ada News hopes to be in a position to do likewise by this time next year. The energetic manner in which the Retailers are pushing the business interests of the town and county shows that something will be doing all the time.

The big brewing interests have offered to contribute a fund of \$500,000 actually towards the enforcing of laws regulating the liquor traffic in Texas if only the pros will agree to let the recent election stand and be satisfied with the passage of some rigid laws designed to regulate the business. Almost too late they have recognized the fact that by its own lawlessness the saloon has created a sentiment against itself that is responsible for most of the spread of prohibition in recent years.

Like Caesar Did.

When Caesar took an eastward ride and grabbed the Gauls for Rome, what was the first thing that he did to make them feel at home? Did he increase the people's loads and liberty forbid? No, he dug in and built good roads—that's what old Caesar did.

Did Caesar put the iron heel upon the foeman's breast, or did he try to make them feel the Roman rule was best? What did he do to make them glad he'd come their midst amid? He built good roads in place of bad—that's what old Caesar did.

He built good roads from hill to hill good roads from vale to vale; he ran a good road movement until old Rome got all the kale. He told the folks to buy at home, built roads their hills amid, until all roads led up to Rome—that's what old Caesar did.

If any town would make the town the center of the map, where folks will come and settle down and live in plenty's lap, if any town its own abodes of poverty would rid, let it get out and build good roads—just like old Caesar did.—Ex.

An Intelligent Dog.

Last Monday afternoon, Mrs. A. R. Clark and children left on the afternoon train for a visit in Ada. Their dog, Ponto, was left tied in the back yard of their home. He was later turned loose by Mr. Clark, who had remained at home. The dog was last seen in town Monday night. He disappeared leaving no clue as to where he had gone. All questions as to his positive whereabouts remained unanswered, and no news of the dog was received until Wednesday morning when Mrs. Clark and children returned bringing with them Ponto. He had followed them to Ada. As he had never been in Ada before it still remains a mystery as to how he knew the family were visiting there and how he found the way. No detective, however clever, could have more successfully handled a clue as did this dog in order to find the family who had left him behind. Ponto must be credited as an intelligent animal, and although we may never know on what chain of evidence he accomplished these facts, we can rest assured that by some means Ponto found the way.—Stonewall News.

School Entertainment.

Friday evening (Prof. J. D. Galle) closed a special school at the Nazarene church. Branches taught were penmanship, mathematics and orthography. Pupils enrolled twenty-five. Twelve prizes were awarded. The contest work consisted of penmanship, mathematics and a nail driving contest. The successful contestants were Misses Mary Rutledge, Ollie Weir, Minnie Rogers, Minnie Baze, Edna Schilling and John Vontress and Otis Wadlow. In the spelling contest the Blues made one hundred and seventy-three rounds and Reds one hundred and fifty-two rounds.

Judges for the occasion were Mr. B. S. Riggs, Mrs. Minnie Petty and Miss Dela Sanders.

BAREFOOT THINKS STATE SHOULD BE REDISTRICTED

Oklahoma City, Ok., July 29.—"If congress passes the apportionment bill, as the indications are now that it will, it would be little short of high treason for Oklahoma not to immediately redistrict the state to accommodate the increase congress grants," said Senator George Barefoot of Chackasha, who was here today. "The democratic party has a good majority in both branches of the Third legislature and could place the emergency clause on any measure which the party's representatives approved, but it is no cinch that we will retain our present strength. Hard times and droughts make socialists, you must understand; and, while things are looking up with the farmer and merchant, it has not been that way long. If the next legislature does not have sufficient votes to clamp the emergency on an apportionment bill, the bill would be subject to a refer-

BUSINESS BUILDING

By Dundas Henderson
Advertising Manager of the C. E. Zimmerman Co., Chicago



THE "FUN" OF WRITING ADVERTISEMENTS

Do you like the fun of writing your ads? Fine fun, isn't it? It is fun to be in business anyhow—fun to have the landlord come for the rent—screaming fun to have to send a cheque for all those funny bills that come in regularly every month and simply irresistible fun to have to buy bread and butter for the family and plan for the future of the children. Yes, Mr. Retailer, it is fun—perhaps.

You know from better experience that there is nothing funny about business. You do not pay your bills from any sense of humor and neither do people give you credit from the same cause. There is little fun in paying the wages of a first-class salesman who has to assist you in making money to pay your creditors and allow you to tuck a small sum snugly away in your bank against a rainy day. It is all solemn, deadly reality. It requires all the thought and sales help of the highest grade you can get at a reasonable price to carry through the daily tragedy.

Why should you think it fun to write your ads? Do you realize that it is just as necessary to have salesmanship outside your store as it is to have it in if you wish to be successful? And if you are anxious to increase your business to the point where it will be classed as amongst the best producers of the kind, you will find that "outside" salesmanship of the finest order is absolutely necessary.

Outside salesmanship means advertising that brings business. In this category you must put your newspaper advertising—that is to say, you put your newspaper advertising in that class if it produces results. It is this production of results that makes all the difference. Only advertising space that contains real salesmanship will get real returns. And the construction of that salesmanship makes all the difference between success and failure.

The writer of successful advertising is an art or science like photography or medicine. It cannot be used successfully by any one who has not studied it as closely as any other art or science. The man who, therefore, tries to practice it for fun is only wasting money and time.

You would not allow an untrained clerk or amateur to come into your store and sell your finest goods to your best customer. And you would call anyone else who was guilty of such foolishness, a bad merchant. Further, you would not expect a clerk whom you had engaged to sell groceries, to compound prescriptions or repair watches. It is just the same with advertising salesmanship. Unless you know the rules of the business you cannot successfully write ads that are absolutely sure to bring customers into your store and money into your cash drawer.

If you are in business for fun it is wise to write your own ads for there is nothing easier or "funnier" than to spend your money on newspapers foolishly. But if you are in business for money, it is better to get someone to write them for you who knows how

to bring customers to your store and, incidentally, swell your bank account.

Just let me tell you how "easy" it is to write ads and then tell me how much fun there is in construing ads on which the increase of your business depends and on which you have to build a great part of your future.

There are four points to every successful advertisement: First, you must get and hold the attention of the possible customer in competition with every other advertiser in the paper; second, you have to create interest in the goods you are selling; third, you must bring settled conviction into the customer's mind that she wants the goods more than the money in her pocket or bank roll; and last, but by no means least, you must get the customer into your store to actually buy the goods. That's all there is to it. Easy, isn't it?

There are well defined rules for doing all this but those rules have to be learned. After those rules have been acquired, you must apply psychology and many other "ologies" to get the desired results, the kind of results that has built large fortunes for Wanamaker, the great department store merchant, and others. To treat this question in a spirit of fun is like a butcher trying to undertake the practice of a physician. He may know how to carve meat but he does not know how to cut out your appendix so successfully that you can live afterwards.

If you are really bent on fun, Mr. Retailer, try base-ball or solitaire whist but keep away from writing advertisements that are not only wasting your time but preventing your store from getting that increased success to which it is entitled.

If you cannot readily get a local man to construct your ads, subscribe to a syndicated advertising service. There are several on the market. These services are usually supplied in series of fifty-two with fifty-two copper plate electros of the illustrations, one for each week in the year, at prices ranging from one dollar per week up. Much of the advertising in those services has been classed as equal to the best that has made success for the big city department stores and national advertisers. Some reduced facsimiles of this kind of advertising may be seen at the top of this column.

This syndicated advertising service puts within the reach of even the smallest retailer, advertisements that he could not obtain individually for many hundreds of dollars. They are constructed by men who have a country wide reputation as retail advertising experts and who are paid large salaries not only for their skill but for their experience in constructing just such advertisements as have made success for thousands of merchants in the same position as yourself.

Full particulars of what is probably the most successful of those advertising services may be obtained from the editor of this newspaper.

I earnestly advise retailers to make early application for only one service can be sold in each town and if you are a live merchant you are certainly losing money every day you are without such a service.

and says that if anyone would dispute the assertion it would be conclusive that he "was at least not acquainted with the condition." There is a good crop outlook in Grady, particularly as to forage and cotton, and with the last-named crop the prospects are as good, he says, as he has even seen.

School Fund Apportionment 50c.
Oklahoma City, Ok., July 29.—At meeting next Thursday the commissioners of the Land office will make the mid-summer apportionment of the school money derived through its department and that collected by the state treasurer as a one-fourth mill tax against corporations. The per capita payment to county school fund will reach about 50c per capita. The large apportionment was made in January, being \$1 per capita.

There's Not a Store In Town

That Would, In Six Months From Now Be Half as Important as it is Now, if it Should Stop Advertising During That Time!

Isn't that perfectly true—perfectly logical? Can you imagine any store of which it would not be true?

And, if true, does it not follow that the reverse of the proposition is true, too—that the store that doubles its accustomed advertising for the next six months will also double its accustomed store growth for that period?

And does not this, also, apply to any store you can think of in this town?

UNHAPPINESS DISPELLED.

Men and Women Unanimous About It.

Many women weep and wail and refuse to be comforted because their once magnificent tresses have become thin and faded. Many men incline to profanity because the flies bite through the thin thatch on their craniums. It will be good news to the miserable of both sexes, to learn that Newbro's Herpicide has been placed upon the market. This is the new scalp germicide and antiseptic that acts by destroying the germ or microbe that is the underlying cause of all hair destruction. Herpicide is a new preparation, made after a new formula on an entirely new principle. Anyone who has tried it will testify as to its worth. Try it yourself and be convinced. Sold by leading druggists. Send 10c. in stamps for sample to The Herpicide Co., Detroit, Mich.

ONE DOLLAR BOTTLES GUARANTEED
RAMSEY DRUG CO.

SIGNS FICTITIOUS NAME TO BOOZE SHIPMENT

Houston Clark and Joe Watson, two negroes are in the toils of the law on account of mokeying with the booze business. This morning Chief Hounshell made a raid and found them in possession of a supply which had been consigned under the name of T. R. Roberts. Investigation showed that Watson was in the habit of signing up for such consignments, when as a matter of fact, no such person as T. R. Roberts is known here. In addition to the booze charge Watson will also have to answer to one of forgery. The chief says he intends to make the signing of fictitious names a little unpopular.

OLLIE LANGASTER HAS CLOSE CALL

This afternoon fire caught in Ollie Lancaster's home and for a time a serious conflagration was threatened. Quick work with a fire extinguisher, however, saved the house, although some damage was done.

Mrs. Lancaster lost some clothing, the wall paper was burned off and the glass in the windows was broken.

Beautiful deck filled with new patterns of wallpaper. Holley's Drug Store.
49-dtf

Headaches Impair Mental Faculties

and should not be allowed to become chronic. Whether caused by heat or cold, stomach disorders or nervousness

Hicks' CAPUDINE
is the best remedy to take. It's liquid—effects immediate—pleasant to take. 10c, 25c and 50c at drug stores.

JIM BULLARD Drayage and Transfer

All orders taken care of promptly and carefully. Prices reasonable. I haul the largest loads and have equipment for heavy work.

Piano Moving A Specialty
Phone 125

Loans

On improved city property or to build. Farm loans on best terms.

Oldest Abstract plant in county. Competent and experienced—prices reasonable, service prompt.

Fire insurance in best companies on best terms.

City and farm property for sale at bargain prices and on liberal terms.

Ada Title & Trust Co.

LEADING PROFESSIONAL MEN

DR. J. W. WIMBISH

Physician
Office with Drs. Ligon & King.
Residence Phone 401.

Office Phone 71.

J. R. CRAIG

PHYSICIAN AND SURGEON
Over Ada National Bank.
Phone Nos.: Office 59; Res. 251.

Jno. P. Crawford Jaa. W. Bolen
CRAWFORD & BOLEN
Lawyers

At the front over Oklahoma State Bank, Ada, Okla.

J. H. Webb C. H. Ennis
WEBB & ENNIS
Lawyers

Office of City Attorney at City Hall

LIGON & KING,

Physicians and Surgeons
Office in First National Bank Bldg.

GRANGER & GRANGER

DENTISTS.
Phone No. 219.
Residence Phone No. 250
Rooms 1 and 2, First Nat'l Bldg.

C. A. Galbraith Zeb B. Sanders
GALBRAITH & SANDERS

Over Oklahoma State Bank, Ada, Ok

Drs. Faust & Hartman

Office and Hospital, Conn Building
Phone 80

WE ARE MOVING

Trying to make things more convenient for

You

Come to see us—same old stand, but addition on the side.

SURPRISE STORE

The People Who Put the Price Down.

CITY NEWS IN BRIEF

Smith Sells Furniture. dtf
Get it at Jones Drug Co. 85-tf

Phone No. 4 for Printing.

E. S. Ratliff made a trip to Oklahoma City yesterday afternoon.

Say, that Shiner at the Crescent is a "Shinin'" 49dtf

Jones sells drugs 304tf

Better Sidewalks. The McDonald-Wymore Construction Co. 49-dtf

J. A. Hart, cashier of the Fitzhugh bank, was in town this morning. Reports fine crops in that section.

Big-4 Restaurant North Broadway, serves the best short orders. 96-4td

Only the Best—let us have your Prescription. Jones Drug Co. 85-tf

Homer Matthews, who for five weeks has suffered from an attack of fever, is now on the road to recovery and has been discharged by the physician.

DeSota TONIGHT

Sunshine and Shadow—A pretty and comprehensive drama of child life during the aristocracy and ante-bellum days of the South. By the Vitagraph Co.

The Angels of the Slums—A drama showing the efforts of a girl given to the people living in the poor sections of a great city. The insults she receives from the tough corner loafers—picturing an interesting story by the Lubin Co.

EXTRA—Music by the Ada (Six Piece) Orchestra.

Admission 5 & 10c.

ROUND TRIP Ticket

30c

Service at any time Night and Day BY TELEPHONE

From

ADA To

Shawnee

You save all the cost of railroad and other fares. You send your message and receive your answer at the same time—and immediately.

Every Bell Telephone is a Long Distance Station.

Pioneer Telephone and Telegraph Company

Phone No. 4 for Printing.

Try our mosquito Talcum Powder. Keeps 'em away. Jones Drug Co. 85-tf.

Rev. E. M. Sweet returned this morning from Mill Creek where he has been conducting a revival meeting.

Everything in Drugs at Jones'. 85tf

I will sell selected Elberta peaches delivered at your home. Mrs. W. S. Kerr. Phone 220. 98dtf

J. A. Biles has returned from Fort Worth where he was called by the illness and death of a niece, who was stricken with pellagra. He reports that there are six other cases in the hospital.

About the worst case of swelled head in town today is that of Chas. Kreiger. Reason: the arrival of a daughter at 1 o'clock this afternoon. Charley insists on believing that she is the only girl.

Otis Weaver returned yesterday afternoon from a business trip to Muskogee. On the way home he stopped over at Tulsa to see his brother Carlton. The latter has fought against the drouth all summer in his endeavor to raise a crop of sweet potatoes, and to such good effect that he expects to harvest 2,000 bushels from the twenty acres he is cultivating. His crop will be about the only one in that section this year.

Notice.

I have nice peaches and grapes at my orchard for sale. Peaches \$1.25 per bushel; Grapes 3 cents per pound 95-5td* JOE RUSHING.

Number Your House.

Mel Davis, official house numberer will call with the correct number of your house. Be ready to indicate to him your choice of different styles of numbers and with money to pay for same when he comes. 3td

A BARGAIN.

I have some good looking lots, well located in Sunrise addition, convenient to both schools and business. Will sell for \$150 to \$200 a lot on monthly terms. Easy payments. 2td OTIS B. WEAVER.

DR. H. H. WYNNE, OCUList, Oklahoma City Specialist of the Eye, Ear, Nose and Throat will be professionally in Ada, Monday, August 21. Glasses fitted. Inquire of Dr. R. F. King or Mad-Ox Drug Store. One regular monthly visit—3rd Monday each month.

A barrel of beer in a certain warehouse Wednesday night was a very tempting bait for some midnight prowler. Said warehouse was broken into and the would-be thief got within smelling distance of the barrel but his nerve failed him so he skeedaddled leaving the beer undisturbed.—Stone-wall News.

The county commissioners were in session today considering the financial difficulties with which the county is confronted. The excise board also held a meeting, but because of the fact that the state board has not yet sent in its report, nothing could be done and the board adjourned until Saturday of next week.

A WOMAN'S APPEAL

To all knowing sufferers of rheumatism, whether muscular or of the joints, sciatica, lumbago, backache, pains in the kidneys or neuralgia pains, to write to her for a home treatment which has repeatedly cured all of these tortures. She feels it her duty to send it to all sufferers. FREE. You cure yourself at home as thousands will testify—no change of climate being necessary. This simple discovery banishes uric acid from the blood, loosens the stiffened joints, purifies the blood, and brightens the eyes, giving elasticity and tone to the whole system. If the above interests you, for proof address: Mrs. M. Summers, Box R, South Bend, Ind.

Come to

Lyric Airdome

STALL & SPRAGUE

Proprietors.

TONIGHT

Checkmate—A Thanhouser drama.

Foolshead—That funny man.

Hearts of the West—A strong drama.

ILLUSTRATED SONG:

Admission 5c and 10c.

MAJESTIC THEATRE

The Prettiest Little Play House between St. Louis and Dallas, will open for the season

Monday, July 31st

This Theatre has been completely rebuilt and disinfected, making it sanitary. It has four wide exits; it uses only non-inflammable films, which insures safety; it has a full equipment of fans to cool the air; it has wide and comfortable seats.

It will be a place of amusement that people of refinement can attend without fear of anything being shown that will offend.

This city has passed the age when any kind of a play house will do, and in line with live managers in the cities, and in keeping with a more progressive and greater Ada, the manager of the MAJESTIC has spared no expense to give the public a cozy and clean place of amusement that will be a credit to the beautiful city of Ada.

For the opening night a special program has been arranged and everybody attending will receive a Souvenir Album, containing 45 Photographic Views of the great St. Louis Fair, the most wonderful exposition the world has ever known. This is the same souvenir that is given away by the D. Johnston Amusement Co., the owners of 19 of the highest class Motion Picture Theatres in St. Louis.

Admission As Usual

First National Bank

ADA, OKLAHOMA

Capital and Surplus, \$60,000

YOUR ACCOUNT

You should keep an account with this bank because our resources are large enough to enable us to take care of all your legitimate needs. Because we are considerate and liberal in the treatment of our customers. Because our facilities are such as to enable us to give prompt and efficient service in every department of banking.

P. A. Norris
President

M. D. Timberlake
Cashier

To the Public.

We have lately overhauled our mill and installed some new machinery including the latest up to date methods in modern milling which enables us to make the clearest flour that is possible to be made from wheat.

In order to introduce our new flour and convince you that there is no better made we will sell until further notice at \$1.00 and \$1.10 a sack.

Patronize Home Industries.

All things being equal people should patronize home industries thereby helping to build up your city and county.

But we don't want to take advantage of that fact in order to sell you inferior flour. Ada flour stands on its own merits and is second to none in the state. Remember that our mill pays taxes in your city and county.

So try our flour and if you like it continue to buy it thus helping to build up a home institution.

82-dtf ADA MILLING CO.
By R. W. Allen. Phone 66.

Jones Drug Co have it. 85-tf

First Methodist Church.

Rev. E. M. Sweet, Jr., pastor; residence, 125 W. 14th street, phone 36; Miss Mollie Jernigan, pastor's assistant.

The Sunday school will meet at 9:45 tomorrow morning officers and teachers at 9:30.

The pastor will preach at 11 a. m. on "The Blessings of the Sabbath," and at 8:30 p. m. on "Taking the Name of God in Vain"—continuing the series on the Ten Commandments.

The Junior Epworth League meets at 4 p. m., the Senior League at 8, the Woman's Missionary Society Monday at 4, and the mid-week service Wednesday at 8.

A cordial welcome for everybody to worship with us.

G. T. Meaders, representing the Canadian Mill & Elevator Co., was in Ada today on business and on a short visit to relatives. He is just back from Arkansas and points east and reports everything in fine shape.

Notice to Water Consumers.

I have this day (July 21st, 1911) sent out notices to all parties who are in arrears for water furnished by the city. No other notice will be issued from the Water Department, and all who fail to settle their bills for water by the first day of August, 1911, will be entirely cut off from the use of water furnished by the city. You can see me, or some one representing me, at the city clerk's office any day between now and the first day of August where you can settle your bills.

Yours respectfully,
W. H. PERKINSON,
Water Superintendent.

In the District Court of the United States for the Eastern District of Oklahoma.

In the matter of S. E. Chapman, Bankrupt. In Bankruptcy, No. 538. NOTICE OF SALE BY TRUSTEE.

Notice is hereby given that, pursuant to order of the Referee in Bankruptcy herein, made and entered on the 24th day of July, 1911, the undersigned will, at the hour of two o'clock in the afternoon on Tuesday, the 8th day of August, 1911, offer for sale and sell at public auction to the highest bidder for cash in hand at the former place of business of said bankrupt in the City of Ada, Pontotoc County, Oklahoma, the entire stock of shoes and fixtures belonging to said bankrupt estate, invoiced at approximately \$4,300, sale to be subject to confirmation by the Referee in Bankruptcy herein. Prospective purchasers will be given a reasonable opportunity to inspect said stock of goods, previous to the hour of sale.

Dated at Ada, Oklahoma, this 25th day of July, 1911.
William A. Robbins, Trustee.
P. O. Address, Muskogee, Oklahoma.
95-12td—1st Pub. July 25, 1911.

FOR SALE—Good 3 room house, with good well and splendid orchard occupying 100 feet front, with 240 feet of concrete sidewalks, situated corner 15th and Johnston, for \$550. This is an unusual bargain, only good this week. OTIS B. WEAVER. 85-3td

FOLEY KIDNEY PILLS

FOR BACKACHE KIDNEYS AND BLADDER

Good Evening

Have you any Cleaning and Pressing you wish done? If so, just call up

ELM LEE'S PRESSING PARLOR

Phone 326

and the messenger boy will be there on double quick time after it. Yours to please,
ELDO ELUMLEE, the Tailor
Next door to Commercial Hotel, South Broadway.

VISIT THE

Variety Store

Just Received a Nice Line Candies

Located 4 doors west Oklahoma State Bank on West Main.

Variety Store

Andy J. Smith - Proprietor

NOTICE.

Having purchased J. H. Kirby's interest in the 12th Street Meat Market, will ask all who are indebted to the old firm to please settle.

W. B. GAY.

Phone 446

For The

Kile's Motor Company

Autos Rented
Supplies and Repairs
Calls Answered Promptly

WILL TAKE YOU FOR A JOY RIDE



IS SHE INDIFFERENT

to your needs and wishes? Then don't worry your wife with them when you can bring your clothing to H. Claude Pitt's and have it cleaned, pressed and repaired. No woman can press and renovate a suit of clothing at home so that it will look like new as we do it at

H. CLAUDE PITT
Merchant Tailor.

Norma Martinez

The only 5-cent Clear Havana Cuban Hand Made Cigar made in the U. S. for which the dealer pays \$40.00 per 1000 net cash direct from the factory and sells for 5 cents! Try one.

GWIN & MAYS DRUG CO.
Agents

